

090514Z 060000

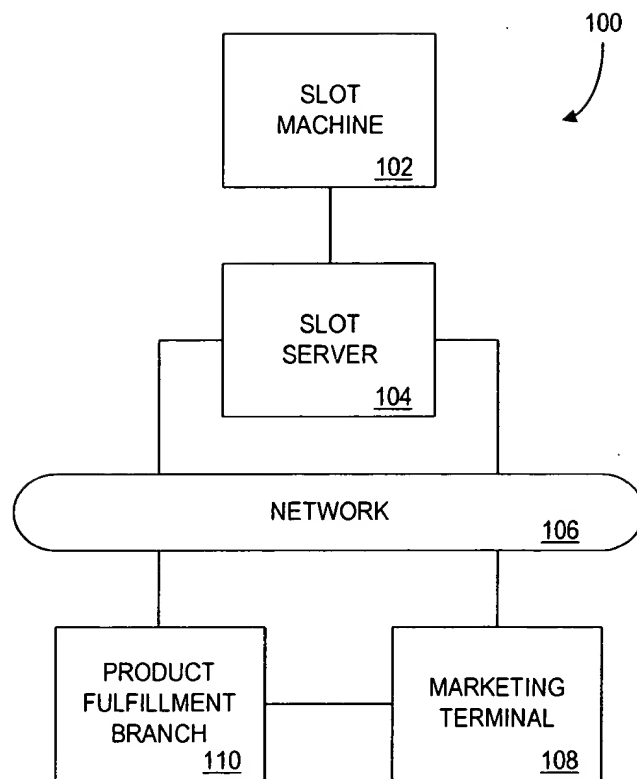
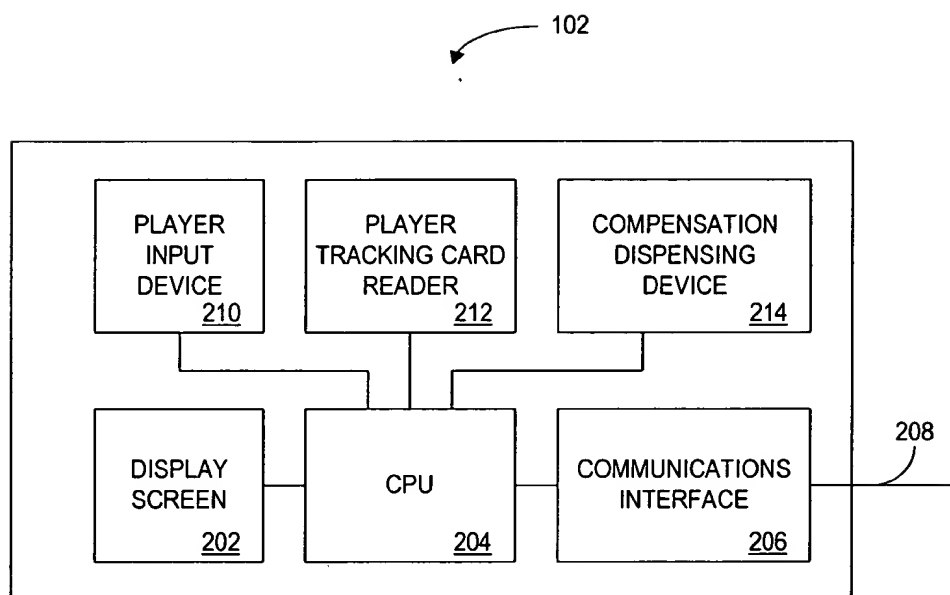


FIG. 1

FIG. 2



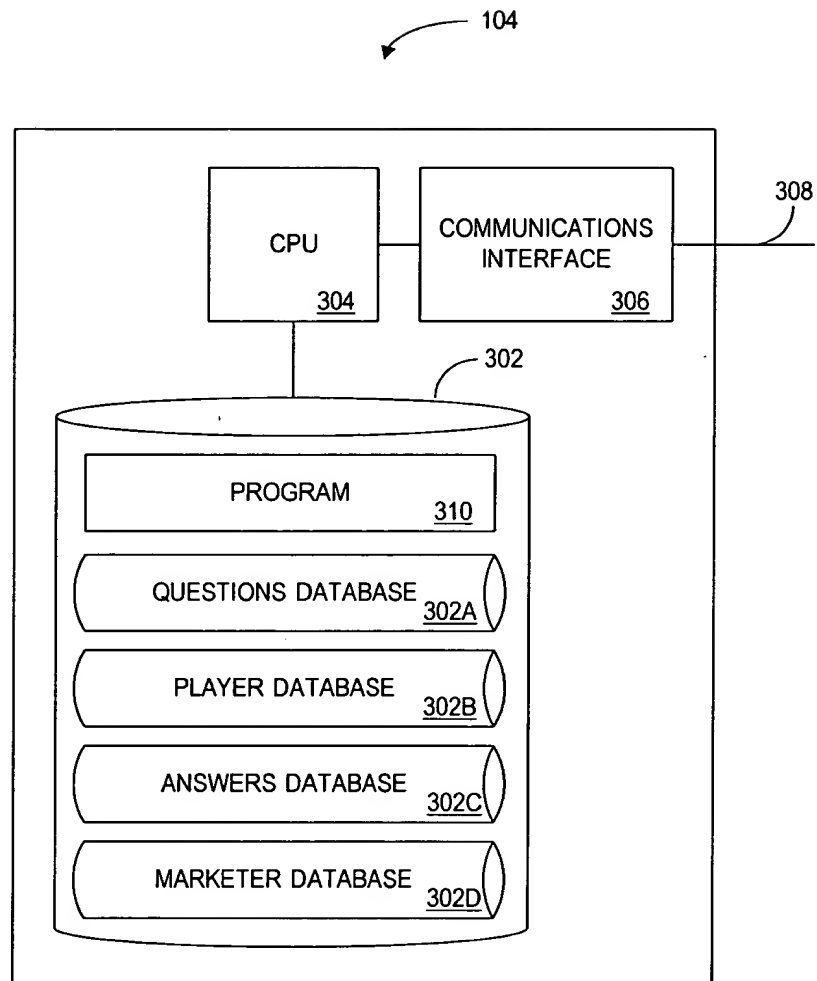


FIG. 3

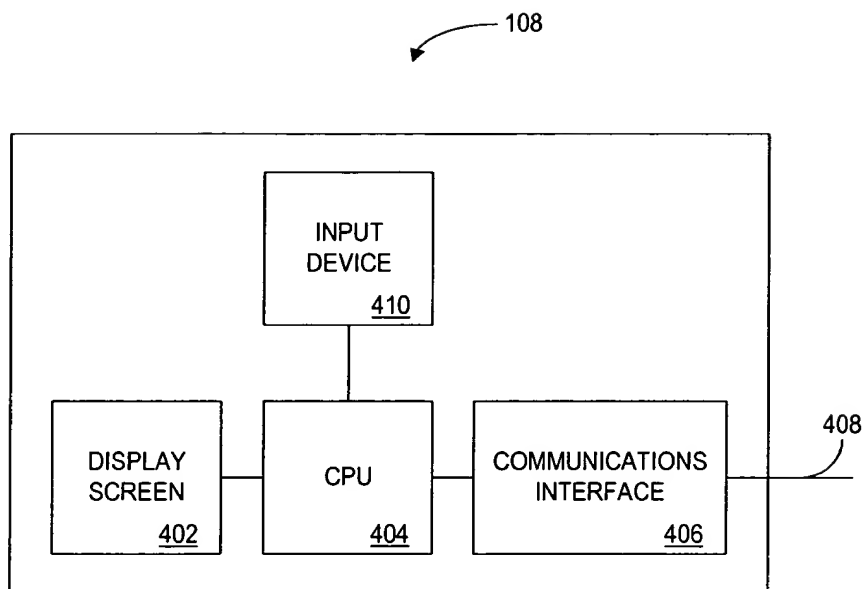


FIG. 4

000E90" 24T60360

302A

QUESTION IDENTIFIER 602	QUESTION 604	POSSIBLE ANSWERS 606	COMPENSATION TO PLAYER 608	COST TO MARKETER 610	MARKETER IDENTIFIER 612
12561Q	DO YOU OWN A MERCEDES?	YES, NO	\$1.00	\$1.50	GENERIC
42564Q	DO YOU LIKE MOON ROOFS?	OPEN ENDED	\$3.00	\$4.75	135M

620
622

FIG. 6

302B

PLAYER IDENTIFIER 702	NAME 704	FINANCIAL ACCOUNT IDENTIFIER 706	DEMOGRAPHIC 708	MACHINE IDENTIFIER 710	SESSION THEORETICAL WIN 712	HISTORICAL THEORETICAL WIN 714	CURRENTLY PLAYING? 716	EARNINGS 718
111123P	SAM BROWN	1111-1111-1111-1111	MALE, AGE 23	234M	\$58	\$252	YES	\$26
222234P	LINDA JONES	2222-2222-2222-2222	FEMALE, AGE 47	532M	\$63	\$357	NO	---

720

722

FIG. 7

302D

MARKETER IDENTIFIER 612	FINANCIAL ACCOUNT IDENTIFIER 706	QUESTIONS PAID FOR 902	POOL DEFINITION 904	TIME BY WHICH RESULTS ARE NEEDED 906
251M	3333-3333-3333-3333	15	500 PEOPLE, AGED 21-35	1/13/2003
693M	4444-4444-4444-4444	10	200 PEOPLE, FEMALE, AGED 35-45	1/18/2003 12 PM

920
922

FIG. 9

CODE 90" 24760950

502B

PRODUCT NAME 1004	QUANTITY IN STOCK 1102	PRICE 1104
PERSONAL DIGITAL ASSISTANT	10	\$510
SWISS WATCH	20	\$2500

1120

1122

FIG. 11

090914-060000

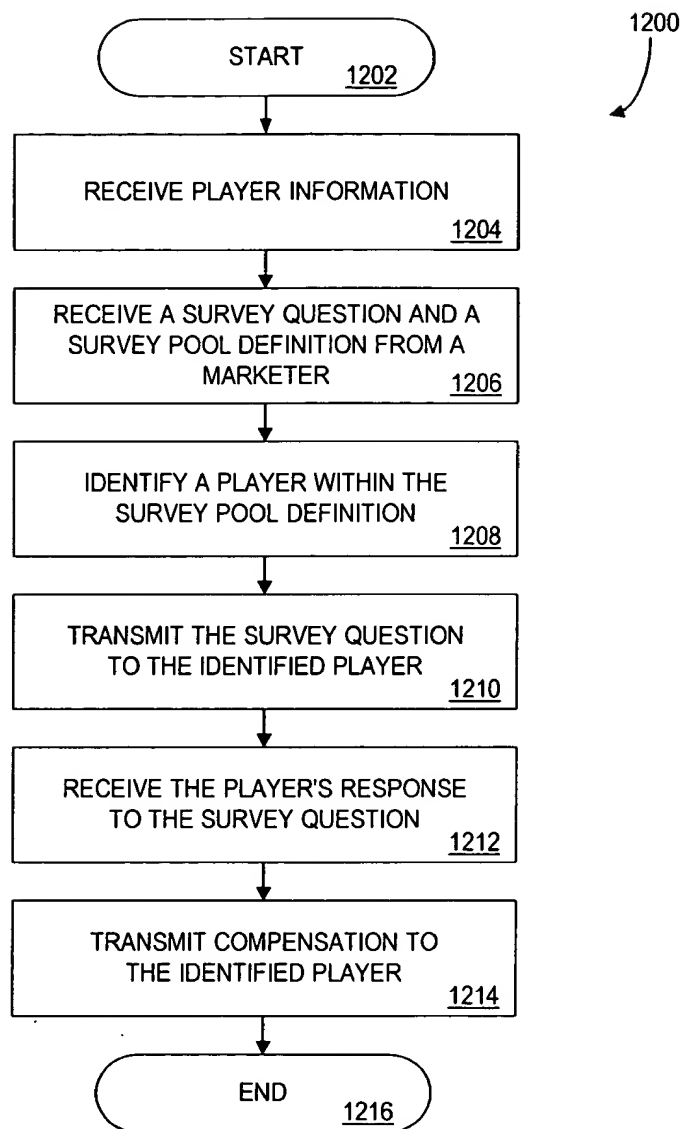


FIG. 12